

BROWNELL EVERBLOOMING PILLARS

THEY CAN
GROW AS
TALL AS
HARDY
CLIMBERS
AND
BLOOM AS
FREELY AS
HYBRID
TEAS

Yellow 84 →

← Pink

← Light Yellow

← Red

← Light
Pink

Experts say—MARVELOUS!

Some declare —A MIRACLE!

Others exclaim —ASTOUNDING!

Because they are something NEW, DIFFERENT, and BEAUTIFUL.

Their outstanding new feature is that they bloom on canes and all branches the year they grow as they mature—yes, even the first year; like Hybrid Teas.

Some grow as tall as the tallest Climbers; some as high as Pillars, others may be cut back to grow giant Hybrid Tea bushes; 4 feet tall or 8 feet high; a compact bush in the lawn or shrubbery. Removing faded flowers increases rebloom.

They are Sub Zero, like hardy Climbers.

Be the first to show them to your gardening friends.

Think of "Brownell Everblooming Pillars" as Hybrid Teas, because that is what they really are, as they bloom on all stems and canes as they mature the year they grow. They can be grown as bushes cut

●Three plants of this marvelous innovation, only \$10.00●

Order by color.

Send for free pictured list of Sub Zero HYBRID TEAS, FLORABUNDAS, and HARDY CLIMBERS

Grown and Sold by W. D. BROWNELL, JR.

**BRIGHTRIDGE
GREENHOUSE**

Enclosed \$10.00

Send your selection 3 plants

Brownell Everblooming Pillars to:

125 Brightridge
Ave.
East Providence
R. I.

NAME
STREET
CITY

STATE

BROWNELL SUB ZERO HYBRID TEAS

Handsom Red

No printed page can show the full beauty of this new variety. It has its own wonderful velvety sheen. In fact, so many garden visitors have exclaimed: "That is the most beautiful red Rose I have ever seen," we offer to refund your payment for the first bush purchased of us, if you do not agree, and you may keep that plant.

Price, \$3.00 each

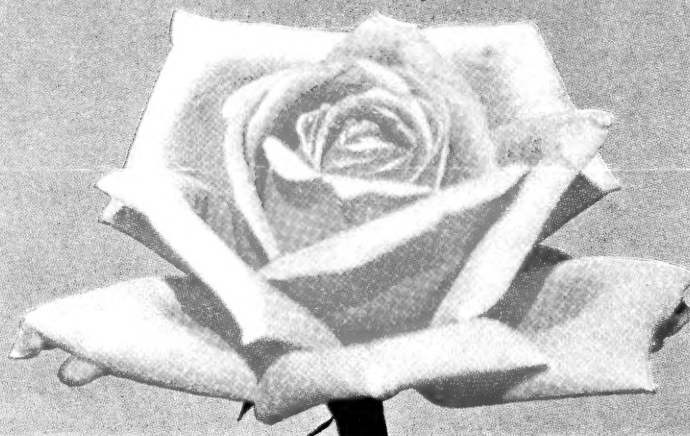


Orange Ruffels

Pink Boquet



E. I. Farrington



Delightful

ORANGE RUFFELS. One of the most beautiful Roses of all time. Unsurpassed in its brilliant charm. A gorgeous new color of orange never before found in Rosa. It is luminous like glowing sunshine in the rain. Large flowers mostly singly on stems constantly in great abundance. As many as 50 petals gracefully warped, curled, frilled and ruffled, artfully shading from Capricum Orange through Saturn to Saffron Yellow. Can you imagine all this? And add Sub Zero and no blackspot.

E. I. FARRINGTON. The glory of this large, double Red Florabunda, clothed in a mass of dainty leaves carries a grand brilliance of distinction; as has he who honored this new Rose variety with his name; for many years in charge of the Boston Flower Show and the Massachusetts Horticultural Society, he is a lover of Roses, always eager to advance the cause of better plants for the garden.

PINK BOQUET. A vigorous, sturdy bush clustered all season with charming, recurved, double blooms of Florabunda size and beauty. Number seven of our new Race that harbor no blackspot.

DELIGHTFUL. Beautiful as is the picture, it does not do justice; variable on the same bush are brilliant light yellow flowers, others glistening yellow ochre, all splashed and sketched with crimson markings in many tones, its grace of form is enticing.

Prices of Hybrid Teas and Florabundas except as noted, \$1.75 each; three alike or assorted \$5.00; \$18 a dozen

WATER! A NEW DISCOVERY!

Roses do better everywhere with more water. It is not the hot sun that gets them, it is lack of sufficient water.

Can I grow Brownell Roses in the deep South?

Yes, they can do beautifully in any garden in the United States and Canada, even in Florida. Where the sun is hot, mulch and soak the beds frequently.

BROWNELL Rose Bushes

Save REPLACEMENT EXPENSE

If you love Roses you would enjoy reading hundreds of letters from nurserymen and gardeners who have praised the Winter resistance or long plant life, constancy of the large blooms, fragrance, supreme beauty of this new RACE OF HYBRID TEAS

Order Now—We have never had enough.

- They are Sub-Zero.
- They are more vigorous.
- They can live many times as long, in cold and hot climates.
- They are easier to grow.
- The flowers are large.
- They bloom more abundantly and more constantly.
- Their size, form and color compare with the best.
- They are pleasantly fragrant.

WHY?

Because they are bred back to hardy Species.



SHADES OF AUTUMN
Everblooming Sub-Zero Hybrid Tea



Mrs. Arthur Curtis James
THE GOLDEN CLIMBER



QUEEN O' THE LAKES—Everblooming Sub-Zero Hybrid Tea



YELLOW RUFFELS—Everblooming Sub-Zero Hybrid Tea
Non-susceptible to Blackspot



GOLDEN GLOW
Hardy Climber

ESS
coming
ro
Tea
susceptible
blackspot

BROWNELL SUB-ZERO ROSE BUSHES

EASY TO GROW LONG TO LIVE

Two-Year-Old

Budded on Rosa Multiflora

Grown by W. D. Brownell, Jr.

SAVE REPLACEMENT EXPENSE — REPLACEMENTS UP TO TWO YEARS

BRIGHTRIDGE GREENHOUSES

125 BRIGHTRIDGE AVENUE
EAST PROVIDENCE 14, R. I.

Grown in East Providence, Rhode Island. Plants purchased of us at retail that fail within 2 years Replaced Free.

Cultural and Planting Directions Sent with Each Order

AWARDS: The Brownells have been honored for their progress in Rose betterment by the Garden Club of America, the Massachusetts Horticultural Society, and the Brooklyn Botanic Gardens, and by many other honors.

No Roses have been more highly acclaimed

Sub-Zero Hybrid Tea Roses

A new race from hardier Species that can bloom all Summer, with the best of fragrant flowers, more free and constantly, of greater sturdiness and vigor, to live many times as long even after sub-zero Winters and hot Summers even in South Florida. As large and beautiful as any.

Break o'Day. Orange to apricot; large, very double flowers, very vigorous, free bloomer, delightfully inspiring.

Cedric Adams. The eminent radio commentator, lover of people and Roses, chose this sturdy Red Rose, large and double scarlet to carmine Aristocrat of Rosedom to carry his name.

Country Doctor. Large, very double, handsome ovoid blooms; petals recurve outward. Color, deep silvery pink with a satiny lustre.

Curley Pink. Matchless in the combination of size and form of bloom, beauty of cluster, bloom quantity, constancy, vigor and foliage, hardiness and performance. Many large, two-toned pink blossoms in several stages often form a gorgeous bouquet on a single stem, two or more feet long; over fifty gracefully recurved petals.

Delightful. Variable on the same bush are brilliant light-yellow flowers; others glistening yellow-ochre, all splashed and sketched with crimson markings in many tones; its grace of form is enticing.

Dick Wilcox. A magnificent deep red Rose, of the largest very double blooms even following the coldest of sub-zero Winters.

Handsom Red. This new variety has its own wonderful velvety sheen of glowing, brilliant red. So many garden visitors have exclaimed: "That is the most beautiful red Rose I have ever seen," that we offer to refund your payment for the first bush purchased of us if you do not agree, and you may keep that plant. Probably the most brilliant fully double Red Rose. Price, \$3.00 each.

Henry Field. Large, double, deep-red blooms of true Hybrid Tea form clustered on sturdy bushes year after year.

King Boreas. Named for the Aurora Borealis, King of Minnesota Winter Sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer. A beauty.

Lily Pons. Creamy-white with a pure yellow center. Large, graceful flowers of indescribable delicacy, vigorous free bloomer. Its extreme hardiness makes it a favorite in the gardens of the cold Northwest.

Orange Ruffels. One of the most beautiful Roses of all time. Unsurpassed in its brilliant charm. A gorgeous new color of orange never before found in Rosa. It is luminous, like glowing sunshine in the rain. Large flowers mostly singly on stems constantly in great abundance. As many as fifty petals gracefully warped, curled, fringed and ruffled, artfully shading from Capricorn Orange through Saturn to Saffron Yellow. Can you imagine all this? And add Sub-zero and no blackspot.

Old-fashioned Red. Born from the Roses of "Grandmother's" Garden, with that same fragrance, full doubleness, bearing constant bloom and fond memories of by-gone days.

Pink Bouquet. A vigorous, sturdy bush filled with glowing pink, charming, recurved double blooms of Floribunda size and beauty. No blackspot.

Pink Princess. Bud red, flowers deep pink, very popular, famous as the first Hybrid Tea free from premature defoliation; very double; no blackspot.

Queen o' the Lakes. Named for the Queen of Minnesota's Aquatic Sports, No diving beauty could show greater fullness of grace, brilliance and elegance of form or color more beautiful than this charming queen of flowers. The Queen of all double reds. Deep velvety.

Red Duchess. Over the fifty years of hybridizing, never had we hoped to produce a Rose like this. Such captivating fragrance. Such a shade of rose-red. Such colorful foliage. No blackspot. Such a robust and sturdy sub-zero plant. While nearly all Brownell Roses are pleasingly fragrant, the magic of sunshine on these petals issues a new fragrance incomparably alluring in spicy sweetness and charm. One whiff is an experience to be remembered.

Shades of Autumn. An abundant and joyous expression of bicolored beauty. Many have reported that this beautiful red, yellow and blush flower is gorgeously outstanding.

Sparkle. A large Hybrid Tea opening as many petals as a Rose can hold, of golden tints, edged pink, deepening in color toward the flower center. It sparkles with an exquisite texture.

Stargold. A most perfect yellow Rose, in abundance at Rose time, with limited rebloom.

Sun Up. A color sport of "Break o'Day," otherwise the same, a rich clear shade of China Rose, reflecting a glorious brilliance.

Tip Toes. Delightful mixture of red, orange and pink tints with enjoyable, sweet, spicelike fragrance. The unusual blending of color tones makes this a Rose that is liked by all.

Treasure Gold. Flowers a beautiful vivid yellow of many petals with scalloped edges; some red-splashed.

V for Victory. Most beautiful, large, very double, yellow, fragrant Roses; constantly blooming in ideal form. To numberless experts, there is no such long lasting loveliness in Roses. Reported a surprise at holding color.

Yellow Ruffels. A new Rose the same as Orange Ruffels except color is a beautiful fade-resistant yellow. Probably the only gorgeous Yellow Hybrid Tea Rose non-susceptible to blackspot.

Floribunda Sub-Zero Roses

These are so named because of their constant and intense blooms. Some of the Sub-Zero Hybrid Teas fully qualify for both classes. All have the exquisite refinement of the Hybrid Tea (Nearly Wild excepted).

Anne Vanderbilt. Charming coppery orange, informal, semi-double, very brilliant, fragrant, constantly in color.

Dolly Darling. Pink rayon overlaid with luster of deeper rose-taffeta to recall that ballroom gown of yesteryear; no spray or dust; no blackspot. Large.

E. I. Farrington. The glory of this large, double red Floribunda, clothed in a mass of dainty leaves carries a grand brilliance of distinction; as has he who has honored this new Rose variety with his name; for many years in charge of the Boston Flower Show and the Mass. Horticultural Society, he is a lover of Roses, always eager to advance the cause of better plants for the garden.

Flirt. This new brilliant bicolor often blooms in clusters adding a charming note of gaiety to any bed of Hybrid Teas or Floribundas.

Free Gold. Spectrum yellow; informal flowers. Very good.

Handsom Red. (See description under Hybrid Teas)

King Boreas. Named for the Aurora Borealis, King of Minnesota Winter sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer. A beauty.

Laffer. Sparkling orange shades and yellow, semi-double in clusters. A welcome note of cheerfulness. No blackspot.

Lady Lou. Blooms a new, rich luscious color combination of jasper red to rose-opal, with 50 petals, recurved and later pointed; large; in tremendous quantity continually, very long lasting; beautiful in the house.

Nearly Wild. Larger than most wild Roses, single flowers in clusters, very colorful and supreme in constancy of bloom. Gives beautiful color all Summer to a creeper planting or bordering shrubbery.

Pink Bouquet. A vigorous, sturdy bush clustered all season with charming, recurved, double blooms. No blackspot.

Red Robin. A brilliant red Rose of great dependence.

Tompkins Red. Semi-double, very dark red blooms often in clusters; more than 100 blooms.

Yellow Curls. Pure yellow, very double, medium in size, elegant in form; some grow a hundred blooms on this one.

Yellow Ruffels. Sport of **Orange Ruffels**, both same except color is a beautiful fade-resistant yellow. See description of both under Hybrid Teas.

Prices:—All Rose bushes, except as noted, \$1.85 each, 3 for \$5.00, \$18.00 per doz. Extra large size plants all varieties, each \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each

Grandiflora Sub-Zero Roses

A new class of Roses having the constant and intense blooming habit of large-flowered Floribundas with the tallness and characteristics of form and habit of bloom of Hybrid Teas. The following list of Sub-Zero Roses are in this classification:

Anne Vanderbilt
Handsom Red, \$3.00 each

Delightful
Queen o' the Lakes

Lafter
Curly Pink

Pink Princess
Lily Pons

Dolly Darling
Red Duchess

Brownell Hardy Climbing Roses

- ***Apricot Glow.** Copper-pink, double, in abundant clusters; a brilliant shade of delicate beauty.
- ***Brownell Rambler.** Large, clear yellow, very double flowers, singly and in clusters.
- ***Cl. Break o' Day.** Very vigorous climbing sport of "Break o' Day." A very nice climber. Recurrent bloom. \$2.00 each.
- ***Cl. Red Duchess.** Climbing sport of Red Duchess; very vigorous. An outstanding Rose of intense recurrent bloom. \$2.00 each.
- ***Carpet of Gold.** One of the earliest to brighten the garden, with waves of pure, brilliant yellow.
- ***Copper Glow.** Deep coppery-orange, delightful, spicy fragrance; a color sensation. Recurrent bloom. \$2.00 each.
- ***Coral Creeper.** All the shades of ocean coral complementing other delightful rose tints.
- Elegance.** The largest of blooms in perfect form, pure yellow center shading to white; magnificent display. One of the most beautiful of Roses.
- Frederick S. Peck.** Deep grenadin-pink with yellow center; semi-double. An aristocrat.
- Golden Climber (Mrs. A. C. James).** The supreme yellow Rose. Fragrant; ideal for picking. Very long, stiff stems.

- ***Golden Glow.** This is the spectrum-yellow, fragrant, abundant mass color display of which the New York World's Fair management planted 200, named the area "Rose Court," and they were proud of the display.
- Golden Orange Climber.** Yellow and orange; an enormous, unique, crinkly flower. An outstanding variety.
- Golden Pyramid.** Large cadmium-yellow blooms. Most vigorous of all.
- Harvest Glow.** Many gracefully formal petals, yellow and deep pink.
- ***Little Compton Creeper.** Nature's own deep wild rose-pink, large, single, in clusters.
- ***Magic Carpet.** Large, double flowers, orientally patterned in mystic color designs, most prominent colors are yellow and orange shades.
- Pearly White.** Gracefully petaled, semi-double, large, all-white Rose; we like it very much.
- Peggy Ann Landon.** Strong, double Sunflower-orange buds, opening yellow. Early bloomer.
- Pink Bicolor.** A wonderful combination of two shades of pink.
- White Gold.** Most gracefully formed, large, double, nearly white.
- ***Yellow Creeping Everbloom.** A very vigorous plant with excellent foliage; can be grown upright, spirally around post, tripod or fan-shaped against rack; it also makes a ground cover second to nothing else. A good rebloomer. Price \$2.00 each.

*Also creepers suitable for ground cover, over walls, fences, arbors, etc.

Everblooming Sub-Zero Pillar Roses (See Special Folder)

Marvelous is the word !!! They climb tall like Climbers; and bloom like Hybrid Teas. They actually bloom large flowers like Hybrid Teas even the first year, and on canes the year they grow as they mature. Like all Hybrid Teas, removing faded flowers increases rebloom.

No. 122 (Light yellow)
No. 12 (Orange)
No. 214 (Buff yellow)

No. 126 (Pink with yellow overlay)
No. 99 (White)
No. 73 (Red)
No. 83 (Light pink)

No. 82 (Deep pink)
No. 84 (Deep yellow)
No. 3 (White)

ORDER BY NUMBER AND COLOR

1 Plant \$4.00 3 Plants \$10.00 6 Plants \$20.00 12 Plants \$36.00 (Save \$4.00)

NON-SUSCEPTIBLE TO BLACKSPOT

Our definition of "non-susceptible" to blackspot is—

Such varieties during the growing season, under normal conditions, will not take blackspot regardless of the intensity of such infection surrounding them, a damaged leaflet or any seriously impaired may take blackspot but cannot transmit it to healthy leaves.

Pink Bouquet Orange Ruffels Yellow Ruffels Red Duchess Pink Princess Dolly Darling Lafter Curly Pink, nearly so

BARGAIN LISTS OF BROWNELL ROSES

SUB-ZERO HYBRID TEAS

Break o' Day
Cedric Adams
Country Doctor
Curly Pink
Delightful
Dick Wilcox
Early Morn
King Boreas
Handsom Red
Henry Field
Lily Pons
Old Fashioned Red

Orange Ruffels
Pink Princess
Queen o' the Lakes
Red Duchess
Sparkle
Shades of Autumn
Star Gold
Sun Up
Tip Toes
Treasure Gold
V for Victory
Yellow Ruffels

Select any three, including Handsom Red, for \$5.50—Value \$6.70 (Save \$1.20)

FLORIBUNDAS

Handsom Red
Pink Bouquet
King Boreas
Curly Pink
Anne Vanderbilt
Dolly Darling

Tomkins Red
Latter
Yellow Curls
Flirt
Lady Lou
Red Robin

Select any three, including Handsom Red, for \$5.50—Value \$6.70 (Save \$1.20)

GRANDIFLORAS

Curly Pink
Pink Princess
Lily Pons
Dolly Darling
Red Duchess

Anne Vanderbilt
Handsom Red
Delightful
Queen o' the Lakes

Select any three, including Handsom Red, for \$5.50—Value \$6.70 (Save \$1.20)

ONCE BLOOMING CLIMBERS

Apricot Glow
Brownell Rambler
Copper Glow
Cl. Break o' Day
Dr. Burt
Elegance
Frederick S. Peck
Golden Climber
Golden Glow
Golden Orange Climber

Golden Pyramid
Harvest Glow
Pearly White
Pink Bicolor
Peggy Ann Landon
White Gold
Yellowmore
Cl. Red Duchess
Yel. Creeping Everbloom

Select any seven, including Cl. Break o' Day, Cl. Red Duchess and Yellow Creeping Everbloom, for \$10.00—Value \$12.30 (Save \$2.30)

CREEPING SUB-ZERO ROSES

Apricot Glow
Carpet of Gold
Frederick S. Peck
Red Creeping Everbloom
Yellow Creeping Everbloom, \$2.00 each
Little Compton Creeper

Select any six, including Yellow Creeping Everbloom (Value \$11.00)—Price, \$10.00, (Save \$1.00)

EVERBLOOMING SUB-ZERO PILLAR ROSES

No. 122 (Light yellow)
No. 12 (Orange)
No. 214 (Buff yellow)
No. 126 (Pink with yellow overlay)
No. 99 (White)

No. 73 (Red)
No. 83 (Light pink)
No. 82 (Deep pink)
No. 84 (Deep yellow)
No. 3 (White)

Select any 12 plants (Value \$40.00), for \$36.00, (Save \$4.00)

Prices:—All Rose bushes, except as noted, \$1.85 each, 3 for \$5.00, \$18.00 per doz. Extra large size plants all varieties, each \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

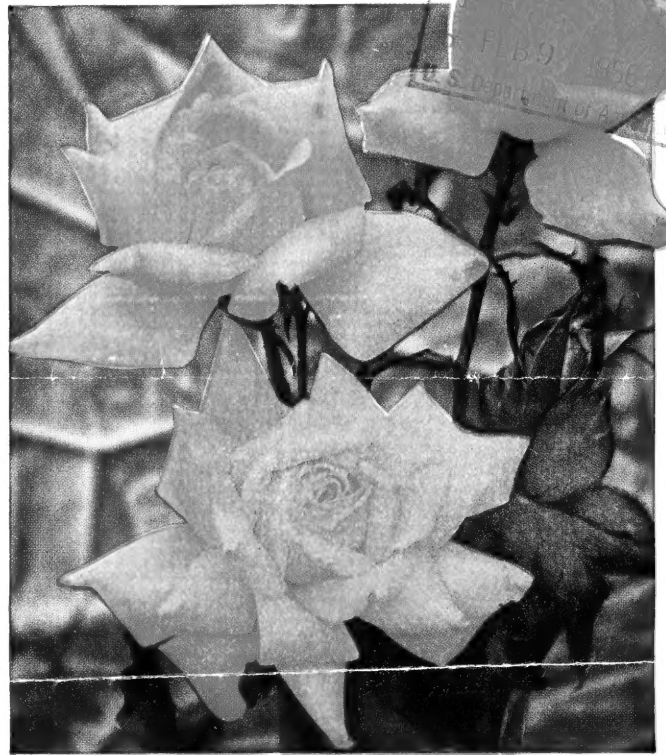
A NEW RACE

of Hardiness Previously Unknown in

HYBRID TEA ROSES



CURLY PINK
Everblooming
Sub-Zero
Hybrid Tea
Nearly free
from Blackspot



"V for VICTORY"—Everblooming Sub-Zero Hybrid Tea

All Brownell Roses Have Dainty, Delicious Fragrance

RED DUCHESS
Everblooming
Sub-Zero
Hybrid Tea
and Climber
Non-susceptible
to Blackspot

**BREAK
O' DAY**
Everblooming
Sub-Zero
Hybrid Tea



**PINK
PRINCE**
Everblooming
Sub-Zero
Hybrid
Non-susceptible
to Blackspot



TREE STANDARD

Everblooming Sub-Zero Tea
Exposed Unprotected to 17° Below Zero
Rose Trees \$7.50 each

**NEW
Hardy
Everblooming
Climber
BREAK O' Day**

**COPPER
GLOW
Hardy
Climber**